



**City of Asheville
Transportation Department**

**ADDENDUM NO. 1
City of Asheville Transit Marketing Program
Request for Proposals**

Date Issued: August 24, 2010

To: Prospective Bidders

Re: TMP-MK- 8132010 City of Asheville Transit Marketing Program Request for Proposals

By: City of Asheville, Transportation Department, Mariate Echeverry, Transportation Planning Manager, mecheverry@ashevillenc.gov

This Addendum No. 1 is issued to CHANGE the following:

1. Bid shows bid opening date as FRIDAY, AUGUST 27, 2010 BY 4:00 PM LOCAL TIME. Change bid opening date to September 8, 2010 at 4:00 PM local time.
2. Bid shows APPENDIX B –CONTRACT “6. The work performed under this Agreement has been classified as a high risk profile.” In addition it says “The CONTRACTOR shall also provide for \$1,000,000 in professional liability insurance naming the City of Asheville as an additional insured.”

Change bid Appendix B – Contract 6. 7. “The work performed under this Agreement has been classified as a LOW_ risk profile.” And “The CONTRACTOR shall also provide for \$500,000 in professional liability insurance naming the City of Asheville as an additional insured.”

Following is a summary of inquiries relating to the above referenced RFP.

3. What is the budget for the transit marketing program?

\$130,000 including all cost for this RFP (including printing, construction and ad purchases for one year)

4. Is there a specific budget for the media placement portion of the program?

We expect that 60% of the budget will be used for printing, installation and ad purchases.

5. Is there a specific budget for the way finding maps and other marketing collateral pieces?

No, the winning bidder will be able to demonstrate and justify budgetary costs associated with each area (planning, media placement, branding, mapping & wayfinding and other).

6. Is additional third party research required prior to implementation of this program? If so, is there a budget for this research?

No.



7. Please define the “choice” rider that is identified as a target audience on Page 3, Paragraph

A choice rider (discretionary rider) is one who has the option of driving, but chooses to use Transit exclusively, periodically or occasionally for a variety of scheduling, personnel, financial or moral reasons. The term “choice rider” is one that is commonly used in transit.

8. Does the transit system have a list of preferred vendors for services such as vehicle wraps, sign installation, bus shelters, etc., or is the bidder responsible for identifying service-specific vendors? If the city has a list of preferred vendors, can we receive a copy of the list?

No the city does not have a list of preferred vendors.

9. Please provide greater detail of each of the elements under Marketing and Communications Plan on Page 4....

- a. What is required for “public hearing and meetings” related to this project?
- b. Is the public hearing and meetings schedule to be determined by bidder?
- c. Is the template to be provided the agenda for the meeting or something else? See question 7b.

- d. **Collecting public input on the Transit Marketing Plan or something else?**
City Council meetings schedule will be determined by staff in consultation with bidder. The bidder will be required to present the final product to city council at a City Council meeting in a power point presentation no more than 5 minutes in length and then be prepared to answer questions presented by City Council.
Transit Commission - Meetings schedules is set. There will be three Transit Commission meetings prior to Jan. 2011 implementation (Oct. 13th, Nov. 10th and Dec. 8th 4:30pm-6:30pm), the bidder will need to attend one and introduce themselves to the commission and present the concepts and products. Staff will work with the winning bidder to determine the best date.
Public Hearing schedule will be determined by staff in consultation with bidder. There will be one large public “hearing” to inform the general public of the changes. This “hearing” will be the responsibility of the bidder to create the agenda, handouts, displays and facilitate the meeting; staff will assist the winning bidder. The bidder will also need to compile any public input from this “hearing”.

10. Please explain what is meant by “assistance in using color schemes” listed under Branding on Page 4.

A color scheme has been developed for the new 15 hybrids and/or diesel buses. This color scheme will need to be infused into the marketing products developed by the winning bidder (at least those aspects deemed appropriate).

11. Please provide dimensions of each bus in the transit system fleet.

All twenty-one (21) buses are considered 30 ft long and a width of between 96 inches wide to 102 inches wide depending on the bus.

12. Please provide at least one picture of a current transit system bus.

See six pictures in Attachment A below.

13. What are the colors of the new buses referred to on Page 3, Paragraph 5? Are sample pictures of new buses available?

See four images in Attachment B below.

14. Can “old” and “new” buses be vinyl wrapped?

Yes



15. Will the current pass and fee schedule continue? Same number of pass options, discounts, etc?

YES

16. Please provide more detail and explanation about the "data collection, research and analysis" listed under Tasks and Requirements on Page 5.

The City of Asheville expects for recommendations and products provided by the winning bidder to be based on data. A significant amount of data collection, research and analysis has already been complete in the *City of Asheville Transit Master Plan* in addition the industry has generated significant amounts of data in reports like the *TCRP Report 63: Enhancing the Visibility and Image of Transit in the United States* and Canada. The extent of the "data collection, research and analysis" will be determined by the winning bidder in order to provide a justifiable end product.

17. Please provide the schedule of meetings with Transit Commission, City Council and city of Asheville staff that are mentioned in the RFP.

Transit Commission schedule; see answer #7 above.

Asheville City Council meets on the second and fourth Tuesday of the month at 5 p.m. The exact date of the presentation to City Council will be determined by staff at a latter date City of Asheville staff meetings will to be coordinated with winning bidder.

18. Does bidder establish the schedule for invoice and status report submission or does the City/Transportation Department (Page 6, Paragraph 5)?

Status report and invoices will be preferred on a monthly basis.

19. City requests a proposal with costs, yet RFP states the scope of work will be finalized after award – pg. 7, Paragraph 4. Does the City acknowledge that if the scope of work changes, the project expense may change?

Yes

20. In Appendix A, under the MEDIA PLACEMENT heading, there is a line item that says "Asheville Transit Website." Please clarify that this is a request for a new website to be created that would house all the new branding, route, rate, FAQs, mission, etc., versus messaging and "media placement" on the current http://www.ashevillenc.gov/residents/transportation/city_bus/ site.

The current web-site address is www.ashevilletransit.com. The winning bidder will be ask to advice on a design and provide a recommended outline but not build a website.

21. In Appendix A, under BRANDING heading, please clarify (1) whether or not our agency will be creating the actual uniforms or just designing the uniform look? and (2) if our agency will be producing uniforms, please inform us what the current uniform is like and how many we would be required to produce.

The winning bidder will design the uniform; they will not need to produce any uniforms.

22. In Appendix A, under MAPPING & WAYFINDING, there are several questions:

e. What are the current dimensions of the interior bus service announcement template, and how many buses will use this signage?

The side of the interior bus service announcements currently 11 x17. All 21 buses would need to use this signage.

f. What are the dimensions of the current "messaging board at the Transit Center?"

There is currently no message board at the Transit Center, this would new.



- g. **Approximately how many "Transit Passes" are currently produced in the different forms – booklets, monthly, annual?**

There are currently six (6) different "Transit Passes" available; booklets, monthly, annual and the discounted passes for each of these. The current list fares & passes can be seen at;

http://ashevillenc.gov/residents/transportation/city_bus/default.aspx?id=1006

- h. **What are the current dimensions for the "Exit Rear" sign for bus ceilings, and how many buses will use this signage?**

This should be determined by the winning bidder.

- i. **Approximately how many current locations in the community offer Asheville Transit "Rack Cards?"**

None at this time.

- j. **The RFP states that there are 1100 unique bus stops in the system, but how many shelters and benches are there?**

Asheville Transit currently has 83 shelters (these include approximately 50 wooden shelters built by volunteers of which about 10-15 will need to be moved or decommissioned as part of the route changes) and about 85 benches.

23. **The RFP frequently mentions "choice riders" and "swing groups," but it doesn't go into much demographic detail on them. Please define these in greater detail. And please confirm if there are any data (demographic, psychographic, and other) that would help us to assess and understand these targeted customers. This will allow us to better determine how much and what type of additional marketing research should be considered.**

Please see answer # 5 above. Please see *TCRP Report 63: Enhancing the Visibility and Image of Transit in the United States and Canada* and the *City of Asheville Transit Master Plan* adopted in October 2009 (www.ashevilletransit.com). In addition US Census data could be useful as well.

24. **If it has not already covered by your response to our Question number 4, do you have any data (demographic, psychographic, and other) on current riders? It appears that you want the focus of this work to be on "swing groups," but it would be very helpful to analyze the differences between those and current mass transit patrons.**

Please see *TCRP Report 63: Enhancing the Visibility and Image of Transit in the United States and Canada* and the *City of Asheville Transit Master Plan* adopted in October 2009. In addition US Census data could be useful as well.

25. **In section III., SUBMISSION INFORMATION, REQUIREMENTS AND INSTRUCTIONS, Subpoint D, TAB 6, requests that that we provide a project plan demonstrating the ability to complete plans on time and within budget. Do you have a specific format in which you would like this information provided, or are you simply expecting a narrative description of tasks and costs plus a timeline?**

The bidder will provide a narrative and description of tasks and timelines. In addition, the table provided as Appendix A in the RFP **should** be completed.

26. **Is there any chance of a one-week extension for all?**

See above #1.

27. **SPECS: Will we be given detailed specs to assist us in completing the economic proposal? For example, how many bus stop signs would need route markers, and**



how many uniforms would be ordered? Or, are we only to give unit cost, although the spreadsheet shows that we should complete the total cost line? And, the bidder is asked to identify the appropriate number of printed materials in order to reach the target area commuters. Can we be given the number of printed materials used in the past as a benchmark?

The bidder has to recommend the appropriate number of printed materials. Please provide a unit price for design only of both bus-stop signs and uniform. If you feel that it would assist the City of Asheville in comparing the bids, please also attach a narrative explaining your costs. The current printed materials being used has been provided in the RFP page #3 under Background.

28. STAFF vs. CONTRACTOR ROLES: Is there any staff support for transit marketing implementation, or will the contractor provide all marketing implementation efforts? For example, if we suggest changes to the transit page within the City's website, will we implement them, or would a city employee do so? If we suggest a Facebook page, would City staff be involved in updating it, or would the contractor have the sole responsibility for that? If we propose a special event, will City staff assist with it?

City staff will be working with the winning bidder but relying on them to provide guidance and expertise. The web-site and Facebook changes will be handled by staff with bidder recommendations. City staff will be approving special projects before implementation and most likely working with the bidder on implementation, depending on the "special project".

29. BRANDING: Under Section B.: Deliverables, there is a portion headed Branding. One bulleted point there is "Design of color schemes consistent with the color of the new buses". Does this mean that new buses will be procured, and there is a new color on these new buses? It does not appear from the RFP that there will be new buses by January 15, 2011.

There is a color scheme for new buses already determined. Some of these are scheduled to be delivered by Jan. 15, 2011.

Questions and Answers in the addenda are incorporated into the specifications and terms and conditions of this Request for Proposal. This Addendum No. 1 must be signed and returned as described above as part of your bid package. Bids submitted without this Addendum No. 1 may not be considered responsive.

Mariate Echeverry, Transportation Planning Manager

Addendum Received and Acknowledged By:
Company:

Representative's Name:

Title: _____ Date: _____



Attachment A





Attachment A



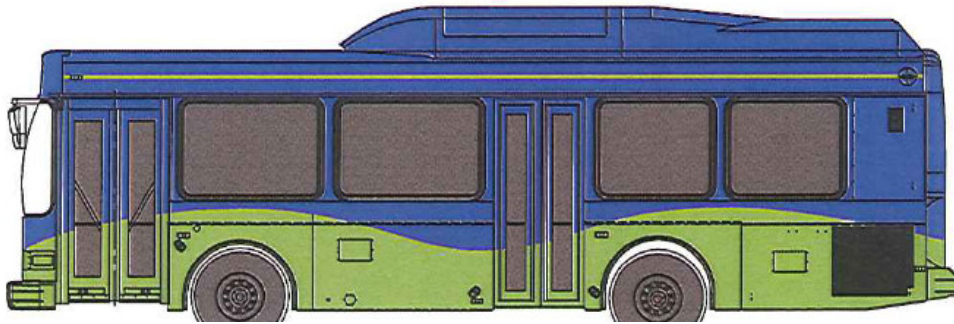
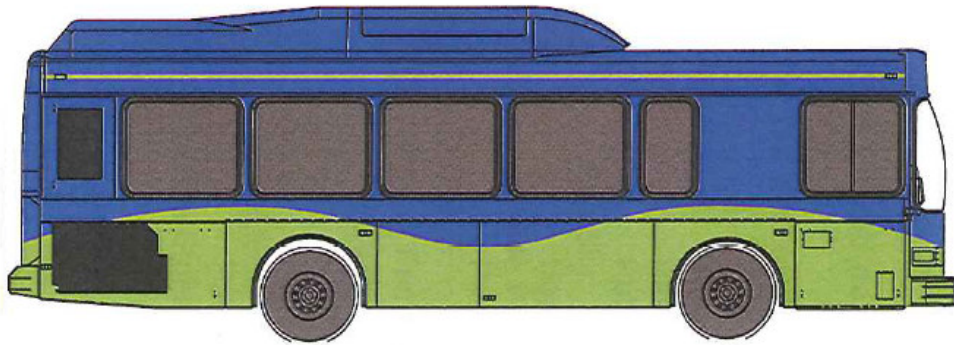


Attachment A





Attachment B





Attachment B

